



Connecticut Department of Energy and Environmental Protection



Wednesday, September 22, 2021 3:00-5:00 PM

Draft Board Agenda

3:00 PM Chair Commissioner Dykes Call to Order

Introductions

Approval of the June 3, 2021 CHEAPR Board Meeting minutes

3:15 PM CHEAPR Program Update

- Program Update, Marcus Gilmore, Center for Sustainable Energy (CSE)
- Budget Update, Marcus Gilmore, CSE
- Update on EV Registrations, Paul Farrell
- 2021 Program Evaluation Timeline, Paul Farrell
- Expanding outreach efforts on CHEAPR through community-based organizations
- New webpage for the CHEAPR Board and board member recruitment efforts

4:15 PM Public Comments

Adjourn



Approval of the June 3, 2021 Minutes



Budget Update

January 1, 2020 through August 31, 2021

	Rebate Funds	Admin Funds (1)	Total Funds
Contract Funding Summary:			
Air Funding (CHEAPR2 Bridge Funding) (2)	\$ 260,000.00	\$ 65,000.00	\$ 325,000.00
Year 1 (2020) Funding	\$ 2,625,016.00	\$ 374,984.00	\$ 3,000,000.00
Year 2 (2021) Funding	\$ 2,625,016.00	\$ 374,984.00	\$ 3,000,000.00
Subtotal Program Funding	\$ 5,510,032.00	\$ 814,968.00	\$ 6,325,000.00
CHEAPR2 Rebates (Vehicle) Paid	\$ (246,500.00)		\$ (246,500.00)
CHEAPR2 Rebates (Dealer) Paid	\$ (13,400.00)		\$ (13,400.00)
Subtotal CHEAPR2 Incentives Paid (3)	\$ (259,900.00)		\$ (259,900.00)
CHEAPR3 Rebates (Vehicle) Paid	\$ (1,512,000.00)		\$ (1,512,000.00)
CHEAPR3 Rebates (Dealer) Paid	\$ (97,525.00)		\$ (97,525.00)
Subtotal CHEAPR3 Incentives Paid (4)	\$ (1,609,525.00)		\$ (1,609,525.00)
CHEAPR3 Pipeline:			
Rebates Approved (Vehicle)	\$ (74,250.00)		\$ (74,250.00)
Rebates Approved (Dealer)	\$ (4,825.00)		\$ (4,825.00)
Rebate in Process (Vehicle)	\$ (104,250.00)		\$ (104,250.00)
Rebate in Process (Dealer)	\$ (5,225.00)		\$ (5,225.00)
Subtotal CHEAPR3 Pipeline (5)	\$ (188,550.00)		\$ (188,550.00)
Jan'20-June'20 Admin Costs - CHEAPR2 Bridge Funding		\$ (65,000.00)	\$ (65,000.00)
June'20-April'21 Admin Costs - CHEAPR3 (~ 11 months)		\$ (362,135.62)	\$ (362,135.62)
May'21 Admin Costs		\$ (41,861.45)	\$ (41,861.45)
June'21 Admin Costs		\$ (40,640.84)	\$ (40,640.84)
July'21 Admin Costs		\$ (35,294.32)	\$ (35,294.32)
Aug'21 Admin Costs - DRAFT		\$ (48,749.10)	\$ (48,749.10)
Total Funds Utilized through 8/31/2021	\$ (2,057,975.00)	\$ (593,681.33)	\$ (2,651,656.33)
Estimated Remaining 2020 + 2021 Funding	\$ 3,452,057.00	\$ 221,286.67	\$ 3,673,343.67
Estimated Funds on Hand:			
CHEAPR2 Bridge Funding Received	\$ 259,900.00	\$ 65,000.00	\$ 324,900.00
Additional Funds received	\$ 2,531,775.00	\$ 499,984.00	\$ 3,031,759.00
Total CHEAPR3 Funds Received	\$ 2,791,675.00	\$ 564,984.00	\$ 3,356,659.00
Funds Held by DEEP/DMV	\$ 2,718,357.00	\$ 249,984.00	\$ 2,968,341.00
Funds Held by CSE	\$ 733,700.00	\$ (28,697.33)	\$ 705,002.67
Total	\$ 3,452,057.00	\$ 221,286.67	\$ 3,673,343.67

- Budget as of September 22nd
- See board packet for a higher resolution copy of the budget update

Notes
(1) Admin cap of 11.5% for CHEAPR 2.0 and 12.5% for CHEAPR 3.0.
(2) Bridge funding added to the program May 6, 2020.
(3) Rebates paid 1/27/20-6/12/20 (226 vehicle rebates).
(4) Rebates paid 6/15/20 through 8/31/21 (1,376 vehicle rebates).
(5) Rebates approved and in process but not yet paid as of 9/14/2021 (135 vehicles)



Rebate+ Update

- CHEAPR Rebate+ launched on June 7, 2021
- Current Dealerships Enrolled: 119
- Number of Rebates Approved Since Rebate+ Launch:
 - Point of Sale: 378
 - Rebate+ New: 1
 - Rebate+ Used: 0



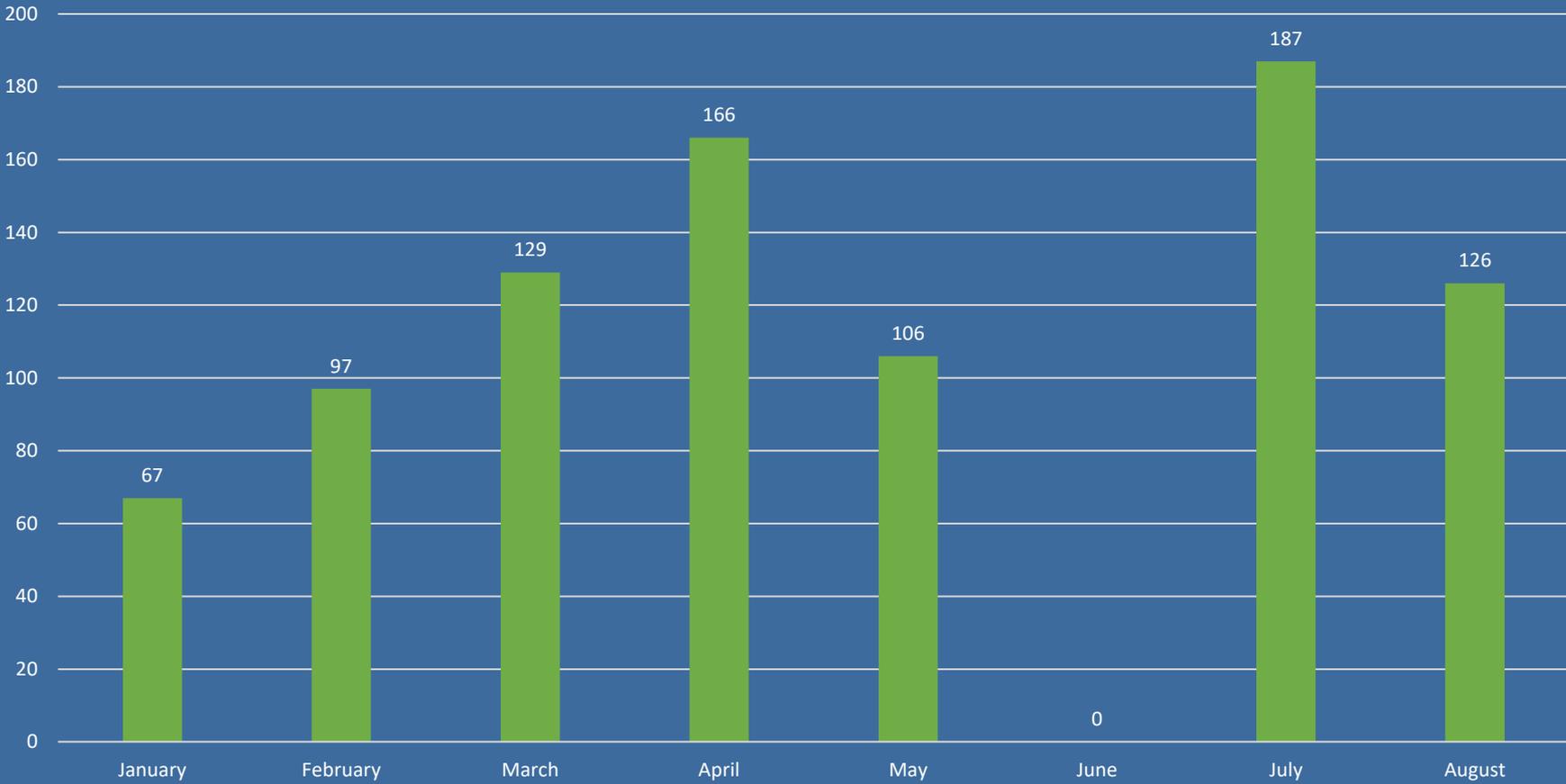
Payment Backlog Resolution



- CSE experienced a delay with receiving payment check from DEEP impacting the timeframe for approving applications from 7/13/21 – 8/16/21.
- Adjustments made include: wire transfer and an increasing the threshold for requesting additional funds for CSE when remaining funds reach \$100K.
- CSE has resumed processing rebate payments on a weekly schedule.



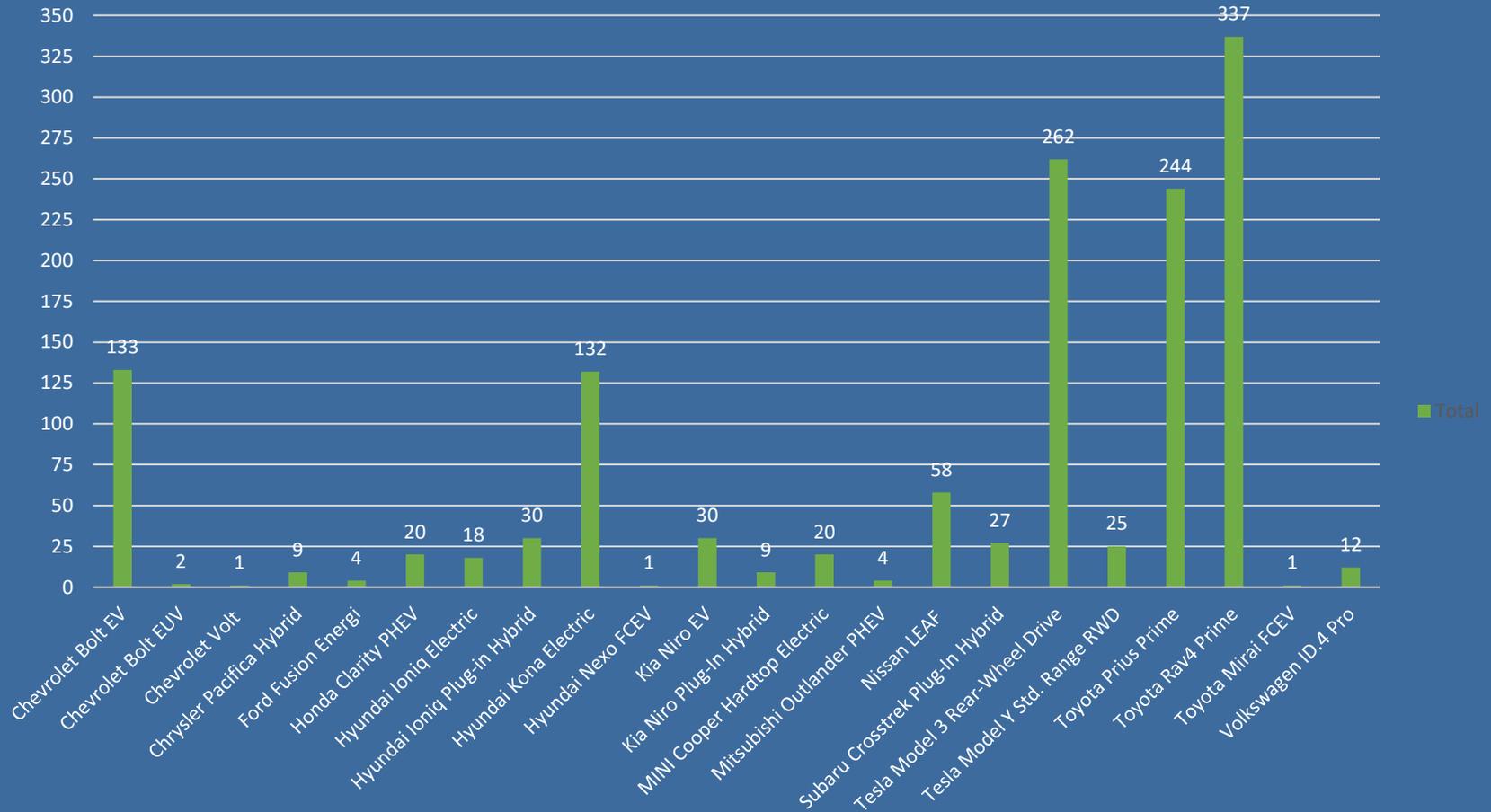
CHEAPR Applications Approved in 2021



Connecticut Department of Energy and Environmental Protection

CHEAPR Applications by Vehicle Type

Total Applications by Vehicle Type 2021



Rebate Funding Projections

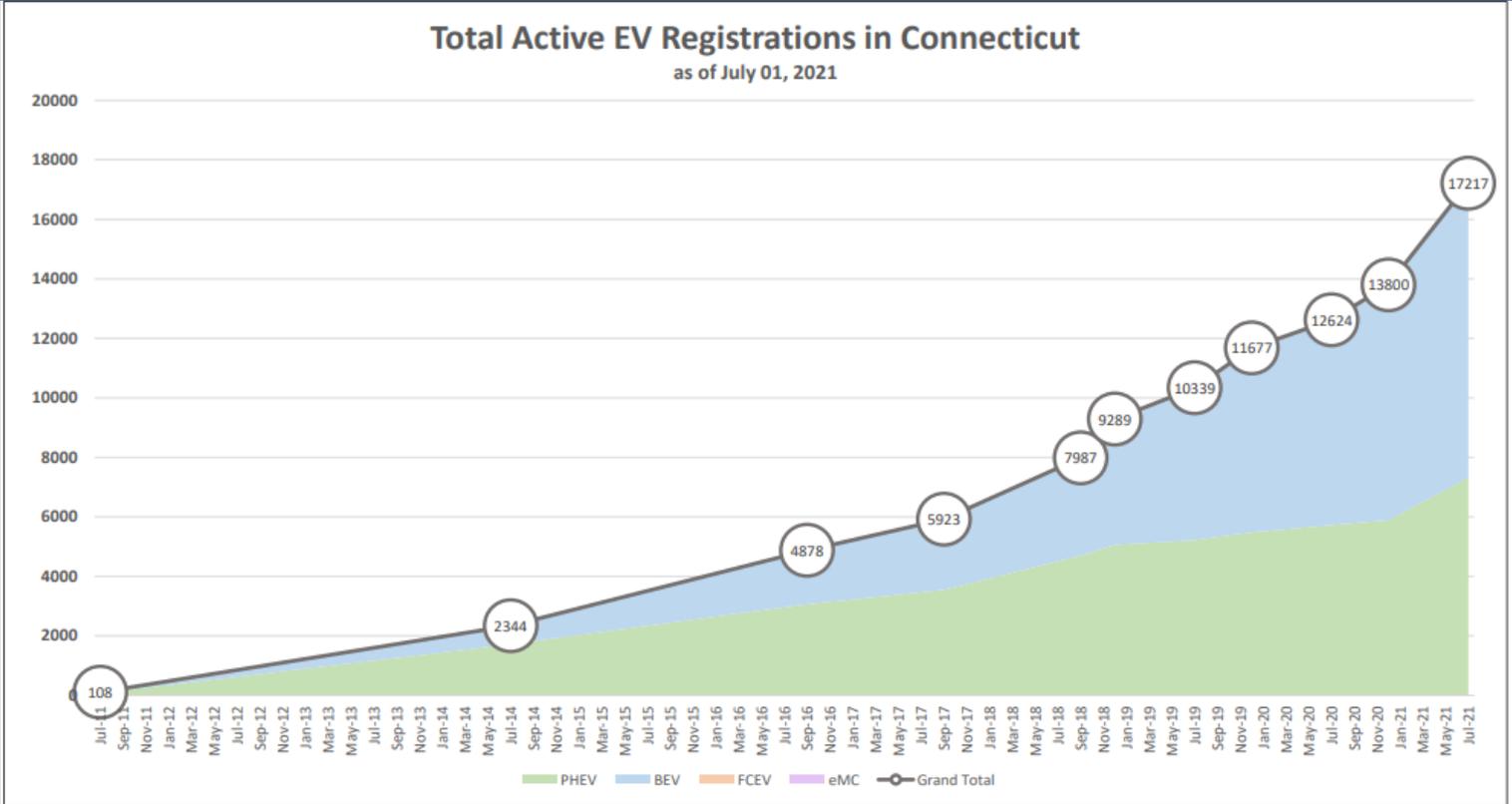
Rebate Category	Application Type	Rebates	Applications	Time Period
2021 Rebates Awarded	Rebate+ Used	\$ -	-	
2021 Rebates Awarded	Rebate+ New	\$ 2,500	1	
2021 Rebates Awarded	Standard	\$ 1,174,675	998	as of 9/17
	Subtotal Rebates Awarded	\$ 1,177,175	999	
Salesforce Pipeline	Rebate+	\$ 7,500	3	
Salesforce Pipeline	Standard	\$ 181,050	132	as of 9/17
Mail Backlog	Rebate+	\$ -		
	Subtotal Rebates in Process	\$ 188,550	135	
Forecast	Rebate+ Standard	\$ 942,425	584	Sept-Dec
	Forecast Subtotal	\$ 942,425	584	
	Forecast- Total awarded by 2021	\$ 2,308,150	1,718	

Rebate+ as a % of all Applications	Average Rebate Amount
0%	\$ 1,178.35

DEEP Goal Tracking	Rebate Goal	Applications
DEEP Goal- 2021	\$ 4,700,000	2659
Projected Goal Attainment- 2021	\$ 2,308,150	1718
Current Goal Attainment- YTD	\$ 1,177,175	999



EV Registrations as of July 1, 2021



EV Type	EVs Registered in CT on:										
	7/1/2011	7/1/2014	9/14/2016	9/1/2017	9/24/2018	12/31/2018	7/1/2019	12/31/2019	7/1/2020	12/31/2020	7/1/2021
PHEV	76	1723	3066	3549	4705	5063	5220	5480	5722	5893	7321
BEV	32	621	1811	2371	3280	4208	5099	6172	6874	7880	9861
FCEV	0	0	1	3	2	2	2	3	3	3	3
eMC	ND	ND	ND	ND	ND	16	18	22	25	24	32
Grand Total	108	2344	4878	5923	7987	9289	10339	11677	12624	13800	17217





CHEAPR Program Outreach



Outreach Update

- **Equity Outreach**
 - Reached out to 170 organizations throughout CT with available resources
 - Presentation opportunity on September 29th with Sustainable Essex Environmental
 - Zoom presentation to discuss EVs, Charging and the CHEAPR and CHEAPR Rebate+ Incentives
 - More outreach required...
- **Dealership Outreach**
 - Quarterly Newsletters to dealerships in CT
 - Dealership assistance via phone and emails as needed
 - Provided content to CARA for monthly newsletters



Marketing and Outreach Plan for Rebate+

In order to increase Rebate+ applications we will focus on the following targeted outreach:

- Revamping Facebook ad campaign to target lower income areas in CT
- Continue CBO outreach to expand Rebate+ messaging to LMI communities
- Target outreach to all new and used dealers in CT with a focus on Rebate+
 - Provide talking points to dealerships for Rebate+ New and Used for their customers



Engagement Opportunities

Community Based Organizations (CBOs)

Community Meeting Groups

Working with local CBOs to raise awareness among community members of clean vehicle technology and available incentives at existing meetings and events



Local Government Agencies

Through engagement with local state agencies the CHEAPR Equity Team will help raise awareness in LMI / Underserved Communities on EVs and their benefits



The official website of the City of New Haven



Health Focused Non-profits

The CHEAPR Equity Team will leverage the networks of health focused non-profits to promote the health benefits that come with more EVs on the road



Connecticut Health FOUNDATION
Changing Systems, Improving Lives.



Connecticut's Clean Cities Coalition

The CHEAPR Equity Team will provide support to Connecticut's Clean Cities Coalitions in their promotion of EVs in Connecticut and the CHEAPR Program



Rebate+ Instructional Videos

CHEAPR for Consumers

Rebate+ offers an additional rebate to Connecticut residents who participate in certain **income qualified programs** ! Consumers can view step-by-step tutorials and learn how to create an account and submit a Rebate+ New or Used application for post-purchase CHEAPR rebates from [CHEAPR's YouTube channel](#).



- Available on:
- CHEAPR Resources page
 - CHEAPR YouTube Channel
 - DEEP YouTube Channel



- On-Demand LMI Consumer Video/Webinar



Dealer Poster

POSTER

Quick reference poster for dealerships to use in-house

Overview of Incentives and Process



Point of Sale Purchase or Lease Incentives	
Vehicle Type	CHEAPR Rebate*
New Plug-in Hybrid Electric Vehicle (PHEV)	\$750
New Battery Electric Vehicle (BEV)	\$2,250
New Fuel Cell Electric Vehicles (FCEV)	\$7,500

*CHEAPR rebates have increased for a limited time through December 31, 2021 or until funds are exhausted, whichever comes first. Dealer incentive amounts have not changed. *Eligible Applicants can combine the Standard and Rebate+ amounts for new vehicles. Applicants must qualify to receive this amount.

Standard Rebate Process



Program Eligibility

Applicants must fulfill the following requirements for eligibility:

- Must be a Connecticut resident
- Must purchase from a Connecticut dealership or eligible OEM
- Vehicle must be new and on the Eligible Vehicles List on the CHEAPR website
- Two rebates per person beginning 6/1/2021, must be at least 24 months apart

Charging Resources

Connecticut has over 360 public charging stations, locate a station near you by using these services:

- Charge Hub
- Charge Way
- Charge Point
- Plug Share
- Alt. Fuels Data Center
- EVGo

Additional incentives may be available through local municipality and utility companies.

Post Purchase Incentives

Vehicle Type	Rebate+ New	Rebate+ Used
PHEV	\$1,500	\$1,125
BEV	\$2,000	\$3,000
FCEV	\$2,000	\$7,500

Rebate+ New

Income qualifying car shoppers may also receive a post-purchase rebate through CHEAPR Rebate+ New

Rebate+ Used

Income qualifying car shoppers may be eligible for a post-purchase rebate on a used EV through CHEAPR Rebate+ Used

Get details on both post-purchase incentives at the CHEAPR website



Unique Dealer ID: _____ EVConnecticut.com/CHEAPR



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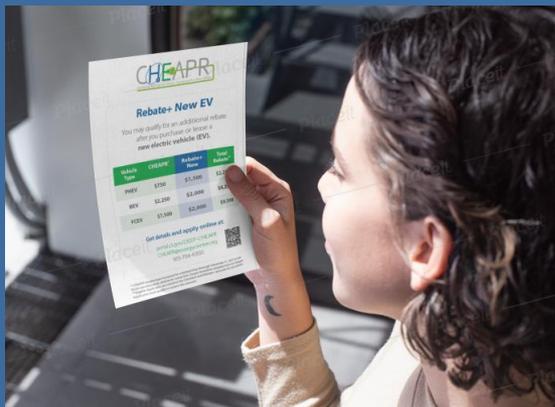


Connecticut Department of Energy and Environmental Protection

Dealer Flyer

FLYER

Used by dealerships or distributed by community-based organizations (CBOs)





Connecticut Hydrogen and Electric Automobile Purchase Rebate

Rebate+ Used EV

Receive a rebate when you purchase or lease an eligible **used** electric vehicle (EV).

Vehicle Type	CHEAPR*	Rebate+ New	Total Rebate**
PHEV	\$750	\$1,500	\$2,250
BEV	\$2,250	\$2,000	\$4,250
FCEV	\$7,500	\$2,000	\$9,500

See eligible vehicles

portal.ct.gov/DEEP-CHEAPR
CHEAPR@energycenter.org
 855-704-6350

*CHEAPR rebates have increased for a limited time through December 31, 2021 or until funds are exhausted, whichever comes first. Dealer incentive amounts have not changed.

**Eligible Applicants can combine the Standard and Rebate+ amounts for new vehicles. Applicants must qualify to receive this amount.



Community-Based Organizations Content Kit

Email
 Notify your email list contacts about CHEAPR in a stand-alone email.

AUDIENCE: CBO constituents interested in car shopping

Subject: CHEAPR Makes Electric Cars Affordable
Subhead: Special rebates for Connecticut residents!
Body:

CHEAPR Now Offers Even More Rebates for Electric Vehicles

The Connecticut Hydrogen and Electric Automobile Purchase Rebate (CHEAPR) program has expanded rebates to offer up to \$9,500 for the purchase or lease of an electric vehicle (EV). Here's how it works:

- Purchase or lease a new eligible EV and receive the CHEAPR standard rebate of \$2,250 – \$7,500 instantly at the dealership. Income-qualified car shoppers also receive an

CHEAPR CBO Content Kit

Thank you for your organization's support of the Connecticut Hydrogen and Electric Automobile Purchase Rebate (CHEAPR) program and its efforts to improve air quality and meet greenhouse gas reduction targets.

To help ensure equitable access to electric vehicles (EVs), we are excited to announce two significant improvements to CHEAPR, **Rebate+ New** and **Rebate+ Used**.

- **Rebate+ New** is a post-purchase incentive available to income-qualified EV shoppers in addition to the standard CHEAPR incentives for total rebates of \$4,250 – \$9,500.
- **Rebate+ Used** is a post-purchase incentive available to income-qualified EV shoppers for the purchase or lease of a used EV with rebates of \$3,000 – \$7,500.

With your support, we hope to encourage more people to switch to EVs, including battery electric vehicles, plug-in hybrid electric vehicles and fuel cell electric vehicles.

What you'll find inside

- **Website blurb:** Text and logo to display on your website
- **Email blurb:** Copy for stand-alone emails
- **Social media:** Posts for Twitter, Facebook and LinkedIn
- **CHEAPR branded images:** To accompany written content

CHEAPR & EV highlights

- Available to Connecticut residents only.
- Both EV purchases and leases qualify.
- **Rebate+ New** and **Rebate+ Used** are now available.
- EVs may be eligible for additional federal and local incentives.
- With lower fueling costs and less maintenance, the total cost of EV ownership is less than a conventional car.

If you have any questions, comments or feedback, please email lori.demaine@energycenter.org.

Again, thanks for all you and your organization are doing to help promote transportation electrification and help reduce air pollution and emissions in our state.

CHEAPR program team
cheapr@energycenter.com

Images

YES
 I'm interested in receiving more information about CHEAPR.
 I'd like to receive information via:
 Email
 Social Media
 Text Message

Website/Newsletter
 Use the following blurb on your website or newsletter to direct visitors to CHEAPR to learn more.

Drive Green & Get Money Back!
 The Connecticut Hydrogen and Electric Automobile Purchase Rebate (CHEAPR) program now offers up to \$9,500 in rebates for income-qualified electric vehicle (EV) car shoppers. To make it even easier to switch to electric, used EVs now qualify for rebates through CHEAPR too. It really pays to drive cleaner—and it's cheaper! Get all the details on the [program website](#) and follow us on [Facebook](#) for the latest updates.

Logo accompaniment



CHEAPR Board Webpage



- CHEAPR Board now has a dedicated webpage!
- All Board related materials will be located here.

- ✓ List of current Board members
- ✓ Board Vacancy Questionnaire
- ✓ Upcoming Board meetings
- ✓ Minutes and Presentations
- ✓ Mailing list signup



CHEAPR Board Needs You!

CHEAPR is looking for candidates to apply for and fill vacancies on the CHEAPR Board! See below for more information.

CHEAPR Board

The Connecticut Hydrogen and Electric Automobile Purchase Rebate (CHEAPR) program and CHEAPR Board were established by section 22a-202 of the [Connecticut General Statutes](#) (C.G.S.). The CHEAPR Board is responsible for setting rebate levels and determining income eligibility requirements for Connecticut residents who purchase or lease new or used hydrogen vehicles or electric vehicles rebates, as well as conducting an annual evaluation of the CHEAPR program.

Join the [EVConnecticut e-mail list](#) to be notified of new EV incentives, funding programs and more!

CHEAPR Board Members

The CHEAPR Board consists of the DEEP Commissioner as the chairperson, the Commissioner of Consumer Protection, the president of the Connecticut Green Bank or their respective designees, and six appointed members meeting the ascribed qualifications in G.G.S. section 22a-202(a).

[List of Current Board Members](#)

CHEAPR Board Vacancies

DEEP intends to use a broad-based recruitment effort to attract diverse candidates to apply for open seats on the CHEAPR Board.

[CHEAPR Board Member Vacancy - Informational Questionnaire](#)

CHEAPR Board Meetings

CHEAPR Board meetings are now scheduled to occur quarterly via Zoom. *All* Board meetings are scheduled from 3:00-5:00 PM and Zoom meeting information may be accessed on [DEEP's Calendar of Events](#) and on the [Secretary of State's Public Meeting Calendar](#).

Sign-Up for our [e-mail list](#) to get upcoming CHEAPR Board meeting reminders!



Connecticut Department of Energy and Environmental Protection

CHEAPR Board Recruitment

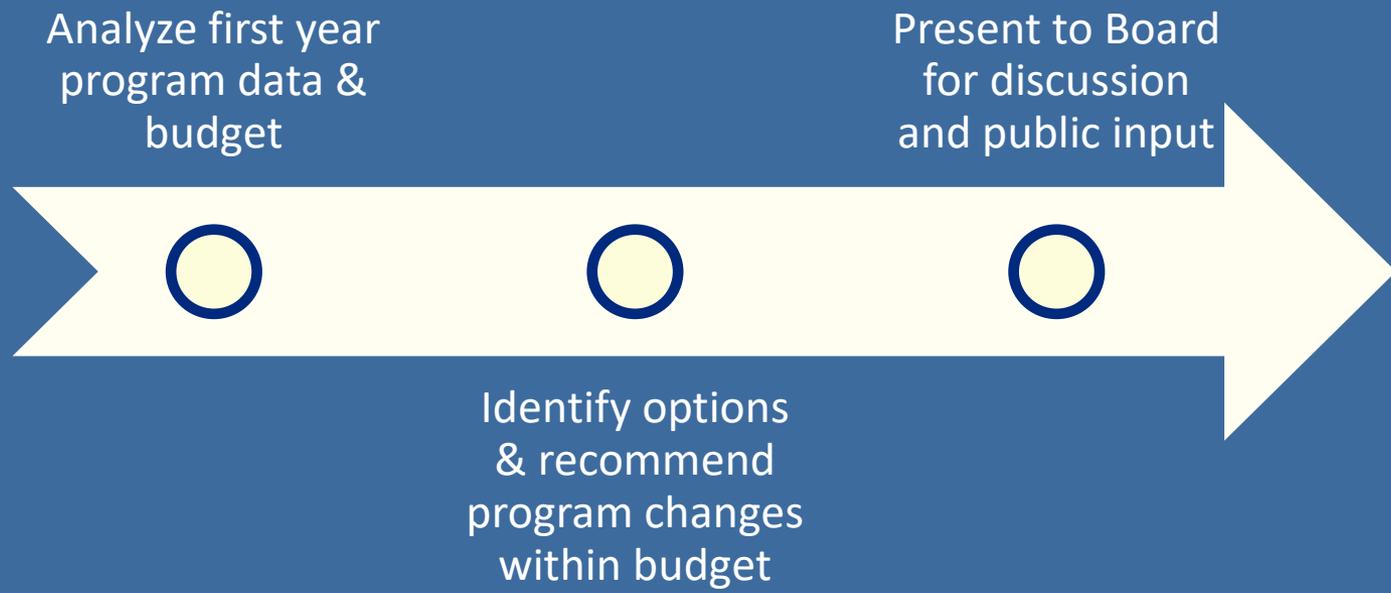


- DEEP has posted a [vacancy announcement](#) to recruit Board members.
- We need your help to recruit new Board members!



Connecticut Department of Energy and Environmental Protection

Program Review Process



Quarterly Meeting Schedule



CHEAPR BOARD MEETINGS for 2021

Thursday, December 16th from 3:00-5:00 PM

CHEAPR BOARD MEETINGS for 2022

Thursday, March 17th from 3:00-5:00 PM

Thursday, June 16th from 3:00-5:00 PM

Thursday, September 15th from 3:00-5:00 PM

Thursday, December 15th from 3:00-5:00 PM



Next Steps

- Expand outreach opportunities, focus on LMI communities.
- Solidify partnerships with dealers and continue dealer training.
- Continue recruitment efforts to address Board vacancies and increase diversity.
- Prepare program evaluation for Board review and comment at the December meeting.



Public Comments



Appendix



State EV Rebate Programs Administered by CSE

	California	Massachusetts	Connecticut	New York	New Jersey	Oregon
Fuel-Cell EVs	 \$4,500	 \$2,500	 \$7,500 +\$2,000 LMI Used: \$7,500			
All-Battery EVs	\$2,000	\$2,500	\$2,250 +\$2,000 LMI Used: \$3,000	≥ 120 \$2,000 ≥ 40 \$1,700 ≥ 20 \$1,100 < 20 \$500	\$25 per mile of EPA-rated all-electric range up to \$5k ≥ 200 e-miles \$5,000	\$2,500 battery capacity > 10 kWh, additional \$2,500 for low income households for BEVs only
Plug-in Hybrid EVs	BEVx=\$2,000 Others=\$1,000	BEVx=\$2,500 Others=\$1,500	\$750 +\$1,500 LMI Used: \$1,125			\$1,500 battery capacity less than 10 kWh
Zero-Emission Motorcycles	\$750					\$750
	E-miles ≥ 20 only; Consumer income cap and increased rebates for lower-income households	MSRP ≤ \$50k, Commercial and non-profit fleets eligible	MSRP ≤ \$42k (PHEV & BEVs), MSRP ≤ \$60k (FCEVs); Up to \$125 dealer incentive on new vehicles	MSRP > \$60k = \$500 max.; point-of-sale via dealer	<ul style="list-style-type: none"> MSRP less than \$55k Post-purchase rebate available now Point-of-sale via dealer 	<ul style="list-style-type: none"> MSRP less than \$50k Point-of-sale via dealer Pre-qualification voucher for Charge Ahead rebate Fleet rebates available

CSE administers EV incentive programs tailored to meet client needs



CHEAPR 3.0 and the EV Roadmap



The CHEAPR pilot program is currently transitioning to the new CHEAPR program established under [Public Act 19-117](#).

- ✓ CHEAPR Board
- ✓ New *and* Used Vehicles
- ✓ Low-to-Moderate Income (LMI) Criteria

